



**NEW DIRECTION**

**Peggy S Benson RN, MSHA, MSN, NE-BC**  
**Executive Officer**

# 2014/2015/2016 KEY CHANGES BEGAN

## Communication

- Website Redesigned,
- ABN E-NEWS.
- Marketing Plan
- Social Media Plan
- Facebook and Twitter.
- On line monitoring Probation/VDAP
- The Alabama Nursing Resource Center
- Expanded FAQs

## Advanced Practice

- Enhanced Standard protocols for all Collaborative Advanced Practice
- Collaborative AP agreements/competency validation tools
- Advanced Practice on-line collaboration applications
- APN FAQ's Developed
- Advanced Practice profile
- APN Advisory Council

# KEY CHANGES CONTINUED

## Collaboration

- Alabama Health Action Coalition (AL-HAC) in the establishment of consistent workforce question for RN and LPN renewal.
- Alabama Board of Medical Examiners (ABME) and the ABME Advanced Practice Advisory committee in the recent joint collaborative practice rule changes which recognizes novice to expert and increases the autonomy of the CRNP/CNM expert.

## Quality

- Quality Management Plan
- RN/LPN Profile enhancements
- Internal CQI teams streamlining the process and improving access to information for the licensee and public
- CE Profile enhancements
- New Website

# THE NEW DIRECTION 5 PILLARS

- I. Service:** Improved Communication and Increased Education
- II. People:** Improved Collaboration and Inclusion
- III. Quality:** Improving Internal Processes
- IV. Strategy:** Creative Problem Solving and Policy Formation
- V. Financial:** Monitoring Fiduciary Responsibilities



# SERVICE

**Service:** Improved  
Communication and  
Increased Educational  
opportunities

*“To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others”.*

**Tony Robbins**

SERVICE

# (SERVICE) CONTINUED

## Communication

- Licensees
- Stakeholders
- Legislators
- State Agencies
- Nursing Associations
- Nursing Organizations
- The Public
- The Alabama Resource Center



## (SERVICE) CONTINUED

**Provide for more education for the public, licensees, Board Members and Board Staff.**

- Enhance public knowledge related to the various roles in nursing
- Enhance licensee knowledge based on emerging issues (New on-line CE coming)
- Enhance Board staff development and improve the expert knowledge base

*“Education is the most powerful weapon which you can use to change the world”.*

**Nelson Mandela**



# PEOPLE

Effectively collaborate,  
communicate and include  
experts

*“Alone we can do so little; together  
we can do so much”*

[Helen Keller](#)

PEOPLE

# PEOPLE CONTINUED

## Collaboration with all stakeholders



- Relationship building
- Trust
- A voice (viewpoints are heard)
- Knowledge expansion
- Strong Board decisions
- Teamwork
- Shared direction
- Transparency
- Participation



# QUALITY

## Internal CQI initiatives driven by Quality Management

- Touch every department and aspect of the ABN work product.
- Redesign workflow so that it meets the agency's and the licensees' needs.
- Create feedback loops to analyze what works and what does not.

*“Don’t find fault, find a remedy”.*

Henry Ford



# STRATEGY

Creative  
Problem Solving  
and Policy  
Formation

*“Leaders establish the vision  
for the future and set the  
strategy for getting there”.*

**John P. Kotter**

STRATEGY

# (STRATEGY) COINTINUED

**High  
performance,  
results-driven  
agency**



- Change
- Action plans
- Strategic Plan
- Goal-oriented
- Key Responsibilities
- Accountability
- Expert participation
- Task closure

# (STRATEGY) CONTINUED

**Define the policies of  
the Board.**

- Organizational management
- Operations
- Role responsibilities
- Expectations
- Governance

## (STRATEGY) CONTINUED

**Create a strong foundation  
with the Board with clearly  
defined roles and  
responsibilities**

- Commitment
- Leadership
- Engagement
- External relationships
- Support
- Development
- Quality

# FINANCIAL

**Maintain fiduciary  
responsibility**

- Questions
- Plan for the future
- Analyze
- Stay informed.



FINANCIAL

# EMBRACE THE JOURNEY

## The Road to the New Direction

- Synergy
- Collaboration
- Continuous learning
- Results
- Allocate time



# YOUR ROLE IN THE NEW DIRECTION

- Engaged
- Participation
- Submit Ideas
- Provide Feed back

*“Coming together is a beginning.  
Keeping together is a process.  
Working together is success.”*

**Henry Ford**

*“Many of us are more capable than  
some of us but none of us is as  
capable as all of us.”*

**Tom Wilson**

THANK YOU

